

## **THE INFLUENCE OF SERVICE QUALITY USING ONLINE DIGITAL PRINTING ON TPSPRINT ON PURCHASE DECISIONS**

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### **ABSTRACT**

*This study aims to determine and analyze the influence of service quality using online digital printing at TPSPrint on purchase decisions. The hypothesis of this study is that the service quality factor including tangible, reliability, responsiveness, assurance, and empathy variables has positive and significant impacts on purchasing decisions towards using online digital printing at TPSPrint. The sampling technique of this present study was Convenience Sampling technique. Data analysis methods used were descriptive and multiple linear regression. The results of this study indicated that based on the F test, the service qualities consisting of tangibles variable, reliability, responsiveness, assurance and empathy simultaneously have positive and significant impacts on purchasing decisions towards using online digital printing at TPSPrint. Based on the results of the t test, the aforementioned variable that had positive and significant effects on purchasing decisions was the reliability, assurance and empathy variables. While the adjusted R Square value was 0.632, this indicated that 63.2% of the purchase decision factors could be explained by the independent variables (tangible, reliability, responsiveness, assurance and empathy). Meanwhile the remaining 36.8% was explained by other factors not examined in this study.*

**Keywords:** Tangible, Reliability, Responsiveness, Assurance, Empathy, Purchasing Decision, TPSprint, Printing, Digital, Online

### **INTRODUCTION**

The world of printing industry in the last few years it's become popular with the development of digital printing technology. Starting from design, photography to the promotion and marketing has now been associated with the digital printing technology. For designers, as the perpetrators of world advertising and marketing, digital printing technology enables them to apply the design into a limited number of promotional media, such as for creating invitations, menus, brochures, posters and many more. For the package making, certificates and labels that require variable data can also be completed with this technology. In addition, the need of proofing to predict and

approved by the client is also possible through the accuracy and consistency of color produced by digital printing.

Many offset printing company which as well became interested as well switching to digital printing technology. This is due to the demand of consumers that sometimes needed printing in very small amounts but require quality similar to offset printing. Many of the copier industry perpetrators who switch to use digital printing technology. Color copier technologies which growing rapidly in many countries have also been displaced with the better results by digital printing.

The recent society needs is very diverse to the digital printing products, either for personal use, printing photos, homework, office work, printing documents, to promote goods or services and so forth. This led to the increasing of demand for digital printing needs and generate a new problems namely the increasing number of digital printing consumer, so consumers have to queue up and wait for the long service time in several areas of digital printing.

This problem became the idea to create an online digital printing company by the name of Titipngeprint in 2010. A digital printing company that uses online media and social media to provide information and promotions on products and services. Moreover this online digital printing company uses online media to receive and send files to be printed, therefore, consumers didn't need to come to a digital printing place, but simply by sending electronic mail / email. Then in 2012, stands digital printing shop named TPSprint in Ruko Villa Valencia PAL-36, Jalan Raya Lontar, Surabaya.

Apart from serving the digital printing services offline or come directly, TPSprint also served online digital printing services, through the website at [www.titipngeprint.com](http://www.titipngeprint.com). The procurement of online digital printing services is influenced by three factors: First, the development of information and communication technology through the internet and online business in Indonesia. Second, to provide added value to the TPSprint consumers in the form of a convenience to get the digital printing services. And third, the presence of competition in the field of digital printing is getting tighter, especially on price and service.

An online business can be developed not only because of the strength of the products (Serfiyani, et al. 2013:9-307), however one of them is also due to a good services. Before doing a deeper research, conducting a preliminary survey in advance to determine the influencing factors and to determine whether it's true that the quality of service was the main considerations that affect consumer purchasing decisions using online digital printing at TPSprint to meet the needs of print. Based on the results of the interviews with 14 consumers using online digital printing services in TPSprint within the time frame of February 2014 to September 2014, there are several factors which appeared to be the consumer satisfaction.

**Table 1. Five main factors of using Online Digital Printing Services at TPSprint**

Num.	Factors	Servqual Dimension	Jumlah
1	fast	Responsiveness	12
2	Doesn't need to come and wait	Reliability	8
3	Email and confirmation service	Tangible	7
4	Accustomed to	empathy	5
5	Can send files at any time	Assurance	4

**Source:** Researcher resources, 2014

The results of a preliminary survey above shows that the quality of service to be factors that influence purchasing decisions of consumers using online digital printing services in TPSprint. The service quality factors is a form of product that consists of activities, benefits and

satisfaction offered for sale that are basically intangible and does not result in any ownership (Kotler and Armstrong, 2010: 204).

Based on the explanation that has been presented, therefore the researcher would take the title of **“The Influence of Service Quality on Consumer Purchase Decisions Using Online Digital Printing at TPSprint.”**

### **PROBLEM STATEMENT**

Based on the aforementioned explanation on the background of the problem, therefore the problem statement that formulated is "Whether variable of tangible (tangible), reliability, responsiveness, assurance, and empathy affect consumer's purchasing decisions using digital printing online at TPSprint?"

### **RESEARCH PURPOSES**

Based on the explanation of the background and the formulation of the problems mentioned above, the purpose of this study is to examine and analyze the effect of tangible, reliability, responsiveness, assurance, and empathy on consumers purchasing decisions using online digital printing at TPSprint.

### **LITERATURE REVIEW**

According Tjiptono (2010: 125), quality of service is the overall characteristics of the product or service capable of being used to meet the needs of consumers. According to Grönroos (in Apriyani, 2013: 4), quality of service is the result of the evaluation process in which consumers compare their expectations on the specific service received.

In the model of SERVQUAL (Service Quality) developed by Parasuraman, Zeithalm, and Beryy, service quality can be measured using five indicators of service quality (in Tjiptono, 2011: 347), namely:

1. Tangible
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

#### **Tangible**

The ability of a company to demonstrate the existence to external parties. This existence is related to appearance, physical abilities of facilities and infrastructure as well as the state of the environment around which is real evidence of the services provided by a company. According to Kotler and Keller (in Dewi, 2014:15) tangible can also be a variety of communications materials.

#### **Reliability**

According to Putri (2013:470), reliability is the ability of the company to provide the services in accordance with the promise to consumers with accuracy and reliability. Reliability includes timekeeping, service for all consumers without any errors, a sympathetic attitude and high precision accuracy.

#### **Responsiveness**

According to Parasuraman Zeithaml, and Berry (2009:23) responsiveness is the ability of the company to assist and provide faster service (responsive) and accuracy to the consumer with a clear information delivery.

#### **Assurance**

The ability of the company related to knowledge, modesty and the company's ability to develop a sense of trust to customers towards the company. This assurance is the ability to deliver consumer's self-trust and confidence. This ability consists of several components consist of: Communication, credibility, security, competence, and courtesy.

#### **MODEL ANALISIS**

Based on the chart above the model analysis can be formed from this research. Whereas there are six variables consist of independent variables namely quality service variables that consists of tangible, reliability, responsiveness, assurance, and empathy and on the other hand the dependent variable is the consumers purchasing decisions using online digital printing at TPSprint.

The analysis model which is relationship networks between variable from this research are as follows:

Figure 2. Model Analysis between Variables

#### **Hypothesis**

Based on the theoretical basis and previous studies, the hypothesis are tangible, reliability, responsiveness, assurance, and empathy variables which influence the purchase decision using digital printing online at TPSprint.

### **RESEARCH METHODS**

#### **Research Approach**

In this research the approach which will be used is causal quantitative approach which specifically is a kind of conclusive research which primary purpose is to obtain evidence of the presence of a causal relationship on the research variables that used (Malholtra, 2009). In this research, the causal research was used to identify causal relationship between dimension and service quality to the consumer's purchase decision on online digital printing at TTPSprint.

#### **The Place and Time of Research**

This research was conducted at the TPSprint on Ruko Villa Valencia PAL-36 Jalan Raya Lontar, Surabaya. The research time period was during July 15, until July 25, 2015.

### **SAMPLING METHOD**

#### **Population**

In this research, the population taken was all the consumers that potentially use online digital printing services in TPSprint. For the total population until June 2015 or when the questionnaire would be distributed, there are 1150 customers in TPSprint.

#### **Samples**

In this study, samples were taken with non-probability method. The technique used in collecting sample was convenience sampling. Based on calculations using the Slovin formulas resulted the number of samples to be taken was 92 respondents who were potential customers using online digital printing services in TPSprint.

#### **Data Collection Method**

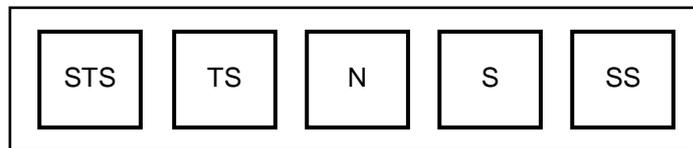
The technique used in the research data collection was the field survey technique by distributing questionnaires via email to consumers who could potentially use online digital printing services in TPSprint.

**Types and Sources of Data**

The primary data obtained directly from the consumer in the form of answers to the questionnaire questions distributed via email to consumers who use digital printing services online at TPSprint. While secondary data in this study were references from the book and from the research journals as well as obtained from the management of the online digital printing at TPSprint that will help the completion of this study.

**Operational Definition and Measurement Parameters**

Measurements in this study using a Likert scales with five categories, namely:



TTS: Strongly Disagree

TTS: Disagree

AND: Neutral

S: Agreed

SS: Strongly Agree

In this study, there are two variables that are measured, namely: **Dependent variable**, in this research, the dependent variable (Y) is a purchasing decision. And the **independent variables** in this research which stated as the independent variable (X) is the quality of services consists of: Tangible (X1), Reliability (X2), Responsiveness (X3), Security (X4) and Empathy (X5) in using online digital printing at TPSprint.

**RESULTS**

**Characteristics of Respondents**

**Table 2. Respondent Profile**

Attributes	Category	Number	Percentage (%)
Gender	Male	21	22,8
	Female	71	77,2
Address	West Surabaya	72	78,3
	North Surabaya	5	5,4
	East Surabaya	6	6,5
	South Surabaya	2	2,2
	Central Surabaya	7	7,6
Occupation	University Students	12	13
	Employee	38	41
	Business Owner	42	46

Source: The results of primary data processing (questionnaire)

Based on the table above it is known that most of the respondents were female as many as 71 people (77.2%), living in West Surabaya, as many as 72 people (78.3%) and the majority of the business owners were as many as 42 people (46%).

**Multiple Linear Regression Analysis**

Based on the research that has been done the obtained the following result:

Model	Coefficient	Beta Value	t value	Sig. t
Constant	0.706		2.385	0.019
Tangible (X1)	0.054	0.067	0.820	0.414
Reliability (X2)	0.176	0.194	2.048	0.044
responsiveness (X3)	0.045	0.051	0.502	0.617
assurance (X4)	0.423	0.427	4.362	0.000
empathy (X5)	0.149	0.208	2.360	0.021
R	= 0.795			
R <sup>2</sup>	= 0.632			
F count	= 29.558			
Sig. F	= 0.000			
The dependent variable: Purchase Decision				

Based on Table 5.12 it is known that regression equation model generated in this research are:  
 $Y = 0.706 + 0.054X_1 + 0.176X_2 + 0.045X_3 + 0.423X_4 + 0.149X_5$

From the above regression equation, it could be described as follows:

- a. Variable regression coefficient value of the tangible dimension is 0.054. Positive signs on the regression coefficient value represents the one direction relationship between tangibles and purchase decision, consequently, the better tangible variable can be felt by consumers, then purchase decision using TPSprint printing will experience an increase of 0.054 units, assuming a 4-dimensional variable quality of other services (reliability, responsiveness, assurance, empathy) at constant.
- b. Regression coefficient value of reliability variable dimensions is equal to 0.176. The positive sign in regression coefficient value symbolizes one directional relationship between reliability and purchase decisions, meaning that the better reliability variable can be felt by consumers, then purchase decision using TPSprint printing will experience an increase of 0.176 units, assuming a 4-dimensional variable quality of other services (tangible, responsiveness, assurance, empathy) at constant.
- c. Regression coefficient value of responsiveness variable dimensions is equal to 0.045. The positive sign in regression coefficient value symbolizes one directional relationship between responsiveness and purchase decisions, meaning that the better responsiveness variable can be felt by consumers, then purchase decision using TPSprint printing will experience an increase of 0.045 units, assuming a 4-dimensional variable quality of other services (tangible, reliability, assurance, empathy) at constant.
- d. Regression coefficient value of assurance variable dimensions is equal to 0.423. The positive sign in regression coefficient value symbolizes one directional relationship between assurance and purchase decisions, meaning that the better assurance variable can be felt by consumers, then purchase decision using TPSprint printing will experience an increase of 0.423 units, assuming a 4-dimensional variable quality of other services (tangible, reliability, responsiveness, empathy) at constant.
- e. Regression coefficient value of empathy variable dimensions is equal to 0.423. The positive sign in regression coefficient value symbolizes one directional relationship between empathy and purchase decisions, meaning that the better empathy variable can be felt by consumers, then purchase decision using TPSprint printing will experience an increase of 0.423 units, assuming a 4-dimensional variable quality of other services (tangible, reliability, responsiveness, assurance) at constant.

Table 5.12 shows that the correlation coefficient (R) obtained at 0,797 which indicates that the relationship between dimensions' variable of service quality with purchasing decisions in TPSprint have been classified as strong (tight) since close to 1 point.

Based on Table 5.12, the regression results of determination coefficient value of (R<sup>2</sup>) generated by 0.632, means that the variable dimensions of service quality (tangibles, reliability, responsiveness, assurance, empathy) simultaneously influence purchasing decisions in using TPSprint digital printing by 63.2%, while the remaining is equal to 36.8% is influenced by other variables beside the dimension variables of service quality (tangibles, reliability, responsiveness, assurance, empathy) itself.

#### **F test**

Based on Table 5.12, it is known that the F test produces F count of 29.558 with significant value of 0.000 which the value is less than 0.05 ( $\alpha = 5\%$ ). From these results it was decided to reject H<sub>0</sub> or in other words it can be concluded that the dimensions' variables of service quality (tangibles, reliability, responsiveness, assurance, empathy) simultaneously have significant effect on purchasing decisions in the use of TPSprint digital printing. Based on these results, the research hypothesis which assumed there was a significant impact simultaneously between dimension variables of service quality toward purchase decisions in using TPSprint digital printing, has been proven.

#### **t test**

1. Assessment of the tangible dimensions influences toward the purchase decision as shown on Table 5.12, resulting in a t count value of 0.820 with a significance value of 0.414 which value is more than 0.05. Therefore, it is concluded that the dimensions of the tangible partially don't have significant effect on purchasing decisions in using TPSprint digital printing online.
2. Assessment of the effect on reliability dimension towards purchasing decisions as shown in Table 5.12, resulting in a t count value of 2.048 with a significance value of 0.044 which less than 0.05. Consequently it is concluded that the reliability dimensions is partially have significant effect on purchasing decisions in the use of TPSprint digital printing.
3. Assessment of the effect on responsiveness dimension towards purchasing decisions as shown in Table 5.12, resulting in a t count value of 0.502 with a significance value of 0.617 which more than 0.05. Consequently it is concluded that the responsiveness dimensions is partially don't have significant effect on purchasing decisions in the use of TPSprint digital printing.
4. Assessment of the effect on assurance dimension towards purchasing decisions as shown in Table 5.12, resulting in a t count value of 4.362 with a significance value of 0.000 which less than 0.05. Consequently it is concluded that the assurance dimensions is partially have significant effect on purchasing decisions in the use of TPSprint digital printing.
5. Assessment of the effect on empathy dimension towards purchasing decisions as shown in Table 5.12, resulting in a t count value of 2.360 with a significance value of 0.021 which less than 0.05. Consequently it is concluded that the empathy dimensions is partially have significant effect on purchasing decisions in the use of TPSprint digital printing.

**CONCLUSION**

1. From the description of the t test towards five dimensions of service quality, it turns out that the significant effect is the assurance dimension that refers to the feeling of safety of consumers, the reliability dimensions which refers to the accuracy of order execution, and the empathy dimensions which refers to the hospitality, care and staff capability on TPSprint meet the every customer's need.
2. While the tangible dimensions that refers to everything that is visible which provided for consumers and the responsiveness, which refers to how TPSprint staff readiness to help in solving the needs of consumers, showed no significant effect. This is due to the indicators on the tangible dimensions which in the form of physical indicators and information, while TPSprint consumers who use online digital printing services rarely come directly to TPSprint, so that the dimensions of the physical evidence is not significant. As for the dimensions of responsiveness due to TPSprint has given clear information about the various procedures online digital printing services, so the indicators within the dimensions of responsiveness related to information transfer speed does not significantly influence the purchasing decision.

**Managerial Implications**

**Table 3. Managerial Implications towards Tangible variables (X1)**

Before Research	After Research
	<b>Tangible</b>
Information about online printing services only available in facebook, brochures, x-banner and email	<p>Detailed information media will be made about an online service that provides information on online digital printing services, including information about its advantages, order procedures and payment until the goods are received by consumers. There are two phases to be performed namely:</p> <ol style="list-style-type: none"> <li>1. Media information creation about online printing services through the media tpsprint.com website for the potential customers who seek information about the printing online.</li> <li>2. Promoting and communicating about online printing services found in the website through various social media such as <i>Facebook, Twitter, Instagram, Blackberry Messenger, and Line.</i></li> </ol>
	<b>Reliability</b>
The writing on Work Order has not been disciplined, frequently, consumer data and the working time duration was not specified and there was no confirmation or signature of the consumer.	<p>TPS print will make the standard of writing a work order as follows:</p> <ol style="list-style-type: none"> <li>1. Consumers who book and complete data and files to be printed, have to write a work order form immediately.</li> <li>2. In the work order form, the consumer data need to be written first is consisting of names and phone numbers. Then the next data is the specification of the order consisting of material, size, quantity and finishing requested by the customer. The latest</li> </ol>

	<p>data that is required is when the order has been completed and the description about the pickup whether taken on its own or sent to the address of the buyer.</p> <p>Once all the data has been completed, work order form will be signed or confirmed to the buyer via email.</p>
Up to now there has been no production SOP in the printing process	<p>TPSprint will make the SOP with the following stages:</p> <ol style="list-style-type: none"> <li>1. Forming SOP, ranging from: order entry, payment, production, packaging, shipping</li> <li>2. The SOP will be recorded and distributed to all staff.</li> <li>3. SOP will be posted on the staff information board.</li> </ol>
Packaging and the way of packaging did not facilitate staff when consumers want to take the goods.	<p>Packaging and way of packaging will be designed to facilitate staff in the pickup and delivery of goods, while the stages as follows:</p> <ol style="list-style-type: none"> <li>1. Plastic packaging will be equipped with a sticker containing the data of the buyer, such as: name, address, buyer telephone number and the note number.</li> <li>2. All items that have been completed must be filled in with customer data.</li> <li>3. The items placement will be separated based on the type of printing, such as laser printing, indoor printing, offset printing and outdoor printing.</li> </ol>
Currently there was no complete standards to confirm the email orders that goes to TPSprint	<p>If there is an email from consumers that contains orders, it will be confirmed as follows:</p> <ol style="list-style-type: none"> <li>1. If the email is in the form of questions about products and prices, then reply would be in the form of product specifications and price corresponding with the potential customer's question, complete with standard conditions and the file formats to be printed.</li> <li>2. If the email is in the form of orders for goods, but the order data are incomplete, then a reply email will be sent which about the specifications of items to be ordered.</li> <li>3. If mail orders have been completed in the form of data and order files, therefore a reply email of order confirmation, the processing time and costs to be paid via transfer to TPSprint bank account</li> </ol> <p>All incoming mail must be replied and responded in less than 30 minutes.</p>
<b>Responsiveness</b>	
If consumers sent email, they were still required to confirm by phone	TPSprint which will be active do confirmation via email, Blackberry Messenger or WhatsApp with

	<p>maximum of 30 minutes after the incoming email messages with standard procedure as follows:</p> <ol style="list-style-type: none"> <li>1. If the email is in the form of questions about products and prices, then reply would be in the form of product specifications and price corresponding with the potential customer's question, complete with standard conditions and the file formats to be printed.</li> <li>2. If the email is in the form of orders for goods, but the order data are incomplete, then a reply email will be sent which about the specifications of items to be ordered.</li> <li>3. If mail orders have been completed in the form of data and order files, therefore a reply email of order confirmation, the processing time and costs to be paid via transfer to TPSprint bank account</li> </ol>
<p>There was no confirmation if the consumer has already made a payment</p>	<p>TPSprint will be proactive in checking TPSprint account and sends a confirmation immediately after receiving the payment through email, Blackberry Messenger or WhatsApp, as follows:</p> <ol style="list-style-type: none"> <li>1. Notification of the payment that has been received complete with the amount paid.</li> <li>2. Confirmation of the processing time required to prepare the products ordered.</li> </ol>
<p>There was no notification to consumers if the order has been completed</p>	<p>TPS print will make the standard in giving notification to the consumer if the ordered goods have been completed, as follows:</p> <ol style="list-style-type: none"> <li>1. Consumer's orders who have been printed is placed by category of the print type.</li> <li>2. Supervisor perform a final check on the quantity and quality of products that have been completed.</li> <li>3. Orders are packed neatly and labeled info that contains the buyer's data.</li> <li>4. Based on consumer's data recorded in the work order form, buyer will be informed that the order has been completed.</li> </ol>
<b>Assurance</b>	
<p>So far there has been no training to improve TPSprint staff competency to ensure quality service to TPSprint consumers</p>	<p>Staff training will be held regularly in accordance with the needs of skill development of TPSprint staff, as follows:</p> <ol style="list-style-type: none"> <li>1. Briefing routine on each morning by the Supervisor to improve the service excellence.</li> <li>2. Each week will be held basic training of computer graphics software such as Photoshop and CorelDraw to all staff TPSprint</li> </ol>

	<ol style="list-style-type: none"> <li>3. Every month will be held basic training in accounting and administration to the cashier and administrative staff.</li> <li>4. Every month will be held an advanced training development of mastering computer graphics software such as Photoshop and CorelDraw for printing operator staff.</li> <li>5. Once a year conduct an employees exchange program to the digital printing places that are partners of TPSprint.</li> </ol>
There was no Quality Control over finished product that have been produced.	<i>Quality Control is the phase to inspect completed product whether the quality is good and the quantity is according to the order. This phase is taken to avoid complaints from consumers on the quality and quantity of orders. Supervisor TPSprint will perform Quality Control on all completed product prior to consumer.</i>
<b>Empathy</b>	
There was no design services, consumers had to come up with a file that is ready to be printed	<p>TPS print will provide design services for consumers who do not have the design materials ready to be printed with the following plan:</p> <ol style="list-style-type: none"> <li>1. Provided the specific staff who will serve consumers who will serve consumers who do not have a material design to be printed.</li> <li>2. The staff of this design will be placed in a special area for the design and provided a special computer.</li> <li>3. Consumers who use the services of this design will be charged extra according to the duration and level of difficulty of the material to be designed.</li> </ol>
There was no delivery service, so that consumers who use online digital printing services still had to come to pick up his order on TPSprint	<p>Correspond to the commitment to be a TPSprint online digital printing, the delivery services will be provided as follows:</p> <ol style="list-style-type: none"> <li>1. For the West Surabaya area, will be served by TPSprint delivery staff.</li> <li>2. For Surabaya areas outside West Surabaya, will be sent by TPSprint's partner courier.</li> <li>3. For Java areas outside Surabaya, will be sent via JNE or TIKI.</li> <li>4. For areas outside the Java Island will be shipped through freight forwarders specifically sent into the area according to the recommendations of the buyer.</li> </ol>

Source: The study results were processed in 2016-08-02

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